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NEW YORK STATE CANNABIS CONTROL BOARD APPROVES 36 MORE ADULT-USE CANNABIS CULTIVATOR LICENSES

*Today's Vote Furthers the Seeding Opportunity Initiative, Putting Equity
Entrepreneurs at the Center of New York's Cannabis Industry Launch*

*'Cannabis Conversations' -- Innovative Public Health Campaign --
Expands and Continues*

The New York State Cannabis Control Board today approved 36 Adult-use Cannabis Conditional Cultivator Licenses, adding to the 52 approved last month. The licenses continue to advance the *Seeding Opportunity Initiative*.

The now 88 approved licenses are from a pool of more than 200 that have been submitted to the Office of Cannabis Management (OCM) following the March 15 opening of the online application portal. The OCM will continue to review applications on a rolling basis and will work to get them to the Board for approval as quickly as possible. A list of the licenses approved today is [available here](#). In February, Governor Hochul signed legislation creating [the Cannabis Conditional Cultivator Licenses](#).

The deadline to submit applications is June 30, 2022. Licenses are granted exclusively to qualifying New York-based farms that have already grown cannabinoid hemp in New York State.

"Today, we are granting an additional 36 licenses to hard-working New York farmers devoted to growing the best supply to our state," said **Cannabis Control Board Chair Tremaine Wright**. "These 36 new licensees are helping create the foundation of a safe, equitable industry built as they grow the cannabis that will line the shelves of dispensaries owned by justice-involved entrepreneurs later this year."

"New York is building the most inclusive cannabis industry in the country and including small farmers with an expertise is an essential component in accomplishing

that goal,” said **Office of Cannabis Management Executive Director Chris Alexander**. “The growing season isn’t waiting for anyone and I’m grateful for the hard work of the CCB and my colleagues at OCM to ensure these licenses are being reviewed as quickly as possible so New York’s farmers can take full advantage of the growing season and cultivate the products that our equity entrepreneurs will be the first to sell when they open their dispensaries this year.”

The *Seeding Opportunity Initiative*, [announced by Governor Hochul March 10, 2022](#), positions equity-entrepreneurs to be the first to make adult-use cannabis sales in New York with products grown by New York farmers. Under the Initiative, these initial equity-entrepreneur, retail owners must meet two prongs of eligibility to qualify. First, they must have a cannabis-related conviction that occurred prior to the passage of the Marijuana Regulation and Tax Act (MRTA) on March 31, 2021, or had a parent, guardian, child, spouse, or dependent with a pre-MRTA cannabis-related conviction in the State of New York. Second, they must also have experience owning and operating a successful business in the State of New York. Empowering local farms is essential to growing an equitable cannabis industry [that starts with New Yorkers](#).

Public Health Campaign: Cannabis Conversations

Today’s board meeting included an airing of some of the latest “Cannabis Conversations” public health advertisements shown on TV screens, social media platforms, billboards and public transit across the state. This wave of the campaign, [announced](#) on April 20, goes into more depth on the dangers of impaired driving, the risks of youth cannabis use, how to safely store cannabis in your home, and how to respectfully consume cannabis in public.

The “Cannabis Conversations” campaign [launched at an event at City College in New York City on Monday, April 4th](#) and introduced New Yorkers to the concepts of who can consume, where to consume, and how to consume safely.

These health and safety messages now remind New Yorkers to be safe at a moment when awareness around cannabis is heightened, helping ensure New Yorkers are paying attention.

New Yorkers every day, through “Cannabis Conversations” are seeing how OCM plans to engage with the public to ensure that the facts about New York’s Cannabis Law are readily accessible. [View the latest OCM advertisements on YouTube](#). More information, fact sheets, and FAQs are [available on our website Cannabis Conversations page](#).

“Our office’s Cannabis Conversation public health approach to meeting New Yorkers where they are is a big step toward ensuring safe cannabis consumption across the

Empire State and reducing harm,” said **Office of Cannabis Management Deputy Director for Public Health and Campaigns Lyla Hunt**. “For years, the public lacked access to factual information about cannabis. The only way we can build an equitable industry is to make sure everyone has the facts at their fingertips.”